



**AUDIO POLICIES**  
**2021-2022**  
**DIVISION I MEN'S BASKETBALL CHAMPIONSHIP**

These policies are specific to the Division I Men's Basketball Championship. Policies governing radio and Internet streaming for all other NCAA championships may be found at [NCAA.com/media](http://NCAA.com/media).

Westwood One (8935 Lindblade St., Culver City, CA 90232; 212-641-2100) has exclusive national radio broadcast rights (both terrestrial and satellite rights) to all sessions of the championship, including Internet audio and mobile rights. Westwood One will originate live broadcasts via a national network and may syndicate to as many markets as it deems appropriate including the home markets of the participating institutions. In addition, each participating institution's official radio station or network may purchase rights for terrestrial distribution in its geographic area.

- Broadcast rights will not be granted to the official station or network of the host institution or conference.
- Prior to the tournament, Westwood One or its designee will send a questionnaire to each Division I sports information director seeking information about its originating station or network. In early March, Westwood One or its designee will send to school radio originators a packet that includes a contract, information about ordering internet service. All stations desiring to broadcast any game of the championship must complete a radio agreement and submit before the game that will be broadcast. The audio agreement must be fully completed and submitted Online in advance of the round/game that will be broadcast. **Please note, if the form is not fully completed, rights will not be granted.** The form shall be submitted for each round/game that a station wishes to broadcast.
- Westwood One or its designee will email to media coordinators the names of the radio personnel who will originate from their sites.

Westwood One has designated Mike Dodson and Cindy Johnson at Learfield to administer the teams' originations. Dodson can be reached at 859-699-9164 or email: [mike.dodson@learfield.com](mailto:mike.dodson@learfield.com), while Johnson is available at 859-866-5377 or email: [cindy.johnson@learfield.com](mailto:cindy.johnson@learfield.com).

- No exclusive rights shall be granted.
- All rights fees must be paid to the NCAA or its designee. Stations will be charged for each game broadcast.

The per-game rights fees are as follows:

Originating commercial station	\$1,200
All affiliates joining a network (per station)	\$250
Noncommercial station that feeds a commercial station	\$750
Noncommercial, university-funded, student station	\$0

Each station or network will be assigned a maximum of three seats. No team may be represented by more than one station.

A participating or host institution shall make no additional charge or receive any additional consideration for the rights accorded hereunder to the originating station or network.

The commercial content and format used by radio stations shall conform to acceptable broadcast standards consistent with the promotion and advertising guidelines found at ([NCAA.com/media](http://NCAA.com/media)). All commercial inventory must adhere to NCAA promotion and advertising guidelines.

Westwood One and the NCAA reserve the right of final approval for all advertising in any championship.

Any station that does not broadcast a game of a championship, after contracting for such space, shall be required to pay a forfeiture fee of 50 percent of the initial rights fee for that particular championship.

Only Westwood One and Turner/CBS television may display banners at tournament sites.

Following are the policies governing live radio originations from the competition venue on both practice days and both game days by agencies other than Westwood One and the institutions' official networks.

- Live or recorded play-by-play description of any game is prohibited. "Voicers" or interviews may be fed only after the game has concluded.
- No access will be granted to the venue on days which the team radio stations are not playing a game.
- Station personnel will not have access to the venue until one hour prior to tip time.
- Station personnel must leave the venue one hour upon conclusion of their game.

Non-rights holding radio stations/networks may report on the events of the championship at anytime (other than on a live basis from courtside) for broadcast within the framework of general and sports newscasts. Only a station/network that has purchased rights from the NCAA may air a live description of any competition. Non-rights holders originating live reports from an NCAA championship venue must adhere to the following guidelines:

- Live description of any game in progress is prohibited. Programming shall originate only from the media workroom, and use of NCAA courtesy telephones is prohibited. Radio station or networks may order telephones from the NCAA telecommunications contact center.
- Live programming may not originate from inside the arena on game days from the beginning of the contest at the site each day until the end of the last game at the site each day.
- Agencies that do not own play-by-play rights but are affiliates of Westwood One or a participating institution's network may generate live programming (e.g., news reports, call-in show participation) for a maximum of ten minutes per hour at times other than the period described above.
- Agencies that are not affiliates of Westwood One or the schools' networks may generate live programming for a maximum of one minute per hour at times other than the period described above.

Radio, television stations and websites are not permitted to use audio highlights from the local (i.e., institution's station or network) broadcast without prior consent of Westwood One and the NCAA.

Radio or television stations, may use audio highlights from the Westwood One national broadcast under the following guidelines:

- Audio clips may not be used until the game is completed;
- Audio clips may not be used on the Internet (including social media);
- Such clips for radio should not exceed a total of three minutes aggregate for all games in a single day, and should not exceed one minute for a single game;
- Credit for use of audio must be given to "The Westwood One/NCAA Radio Network";
- Non-affiliates of Westwood One must receive prior consent from Westwood One and the NCAA;

Westwood One has exclusive Internet streaming rights for every game throughout the championship. Participating institutions and/or its radio rights-holder may not stream its audio via the Internet (including mobile). Violation of streaming policies could result in revocation of radio rights. Participating institutions' websites, as well as the website of an originating station, may provide a link to the Westwood One Internet stream, which is located at [WestwoodOneSports.com](http://WestwoodOneSports.com).

The NCAA retains the right to request an audio copy of any game-broadcast originated by a local station. If the NCAA requests a copy, the copy shall be provided free of charge. The NCAA may use the audio from the local broadcast for any purpose it deems necessary including promotional and/or commercial purposes (i.e., within any television production, DVD production, Internet highlights, etc.).

During competition, radio personnel are restricted to their designated seating area at all times.

Institutions' rights-holders and Westwood One are financially responsible for their own internet circuits, and must order lines through the NCAA Telecommunications Center, 866-474-9244.

Questions regarding these policies may be directed to Nate Flannery (317-917-6523, [nflannery@ncaa.org](mailto:nflannery@ncaa.org)), or David Worlock (317-917-6120, [dworlock@ncaa.org](mailto:dworlock@ncaa.org)) at the NCAA.